



USDA Weekly Retail Turkey Feature Activity

Fri. Feb 22, 2008

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28.

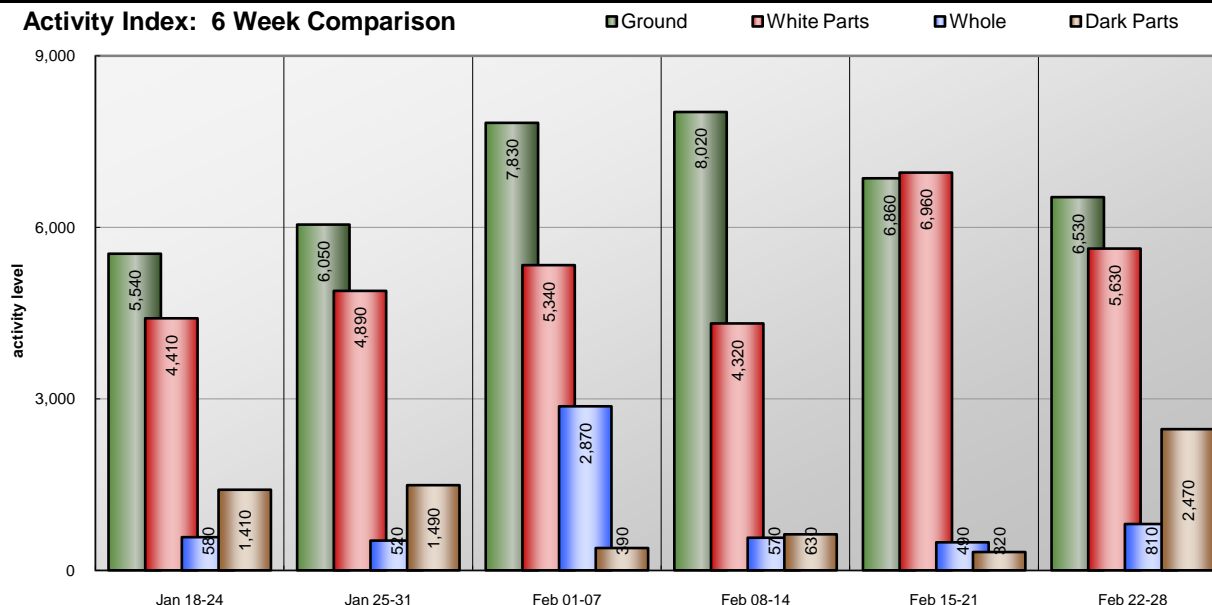
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	47.0% of 18,000 outlets		46.8% of 18,000 outlets		45.7% of 17,000 outlets	
Special Rate 4/	4.3%		5.4%		4.9%	
Activity Index 2/	16,330		15,380		11,820	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			30	1.26	260	1.16
" - Toms			10	1.39		
Frozen - Hens	520	0.84	310	0.90	270	0.97
" - Toms	290	0.71	140	0.91	270	0.97
PARTS:						
Breast:						
Bone-in, whole						
Fresh	40	2.72	460	1.99	540	1.76
Frozen	1,090	1.73	1,290	1.62	740	1.50
Hotel Style						
Fresh	260	0.99			50	1.29
Frozen						
Split, bone-in						
Fresh			80	2.45	10	2.99
Rotisserie	490	7.60	2,460	7.56	710	6.40
Boneless, whole	90	3.99	50	3.99		
Cutlets	1,600	4.35	1,050	4.41	1,080	4.03
Cutlets, thin sliced	380	4.45	270	4.58	180	4.78
Strips	230	3.60	430	4.50		
Tenders	1,450	4.03	870	3.92	60	3.59
Marinated Tenders	800	3.99	590	3.83	650	3.81
Drumsticks	840	1.31	130	1.46	330	1.41
Thighs	460	1.32	70	1.62	60	1.48
Wings	1,150	1.36	70	1.43	100	1.35
Necks	10	1.39	50	1.39	10	1.49
Smoked Drumsticks	10	1.49				
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	6,530	2.67	6,860	2.70	6,240	2.54
Patties	680	2.61	400	2.43	990	2.77
Sausage	2,200	2.66	1,860	2.54	410	2.45
85% lean	900	1.80	580	1.84	460	1.43
93% lean	1,480	2.26	2,320	2.10	3,550	2.31
Breast	1,270	3.80	1,700	4.03	830	3.92
Rolls (frsh/frz 1 lb.)	90	1.07	160	1.38	260	1.00

Note: rolls not included in ground fresh ground turkey total and weighted average.

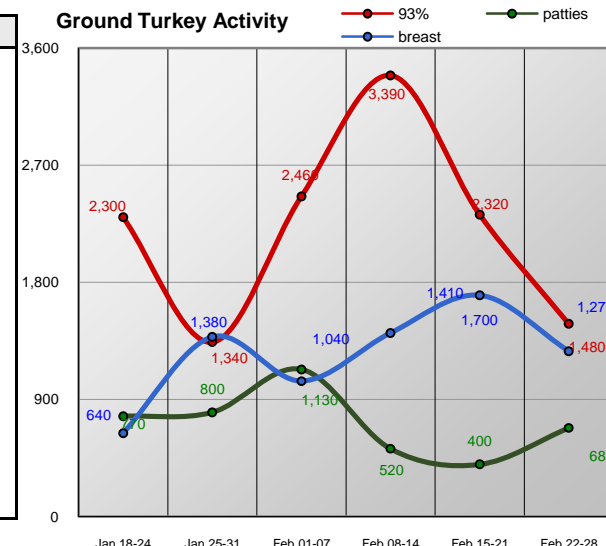
Activity Index: 6 Week Comparison



Turkey Featuring - 02/22 thru 02/28

Feature activity is higher in the Central region, lower in the Eastern and Western regions. Frozen hen and tom promotions are more frequent this week and prices are competitive. Offers are lower on frozen and fresh bone-in breasts. Retailers retreat from last week's strong promotions on rotisserie breasts. Cutlets and tenders move to the forefront and marinated tenders are more available. Dark parts are highly visible this week and prices are very competitive on drums, wings and thighs. Ground turkey continues to slip in volume and average prices. Sausage is the most popular option this week and prices are stronger. As we get closer to Easter, more stores are beginning to promote their holiday programs on turkeys and hams.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	38.0% of 8,100 sampled outlets 1.8% of stores w/ no-price promotions Activity Index = 5,930			46.1% of 5,650 sampled outlets 11.1% of stores w/ no-price promotions Activity Index = 4,070			65.4% of 4,250 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,240		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79	70	0.79	0.79 - 1.39	420	0.83	0.99	30	0.99
" - Toms	0.49 - 0.79	190	0.60	0.49 - 1.39	100	0.91			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	30	2.99	1.89	10	1.89			
Frozen	1.39 - 1.89	440	1.77	1.39 - 1.99	440	1.61	1.79 - 1.99	210	1.92
Hotel Style									
Fresh	0.99	260	0.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 9.99	180	5.42	5.99 - 9.99	30	7.82	7.99 - 9.99	280	8.98
Boneless, whole	3.99	90	3.99						
Cutlets	3.99 - 4.89	380	4.32	3.57 - 4.89	360	4.06	3.99 - 4.54	860	4.49
Cutlets, thin sliced	3.99 - 4.99	240	4.73	3.99	140	3.99			
Strips				3.57 - 4.54	230	3.60			
Tenders	3.99 - 4.89	130	4.63	3.49 - 4.89	460	3.94	3.99 - 4.00	860	3.99
Marinated Tenders	3.73 - 4.26	490	3.88	3.73	40	3.73	3.73 - 4.26	270	4.23
Drumsticks	1.19 - 1.29	160	1.20	1.29 - 1.39	80	1.33	1.29 - 1.49	600	1.34
Thighs	2.49	10	2.49	1.29	50	1.29	1.29	400	1.29
Wings	1.19 - 1.49	160	1.22	1.29 - 1.39	80	1.33	1.29 - 1.49	910	1.39
Necks				1.39	10	1.39			
Smoked Drumsticks				1.49	10	1.49			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.18 - 2.99	350	2.75	2.00 - 2.50	190	2.45	2.50	140	2.50
Sausage	1.89 - 2.99	1,130	2.53	1.79 - 2.87	300	2.75	2.46 - 2.87	770	2.81
85% lean	1.67 - 1.99	250	1.94	1.53 - 2.00	340	1.73	1.43 - 2.08	310	1.76
93% lean	1.53 - 2.68	590	1.90	1.53 - 2.80	490	2.37	1.99 - 2.95	400	2.66
Breast (99-100% lean)	3.07 - 4.16	780	3.76	3.19 - 3.99	290	3.83	3.99 - 4.00	200	3.91
Rolls (frsh/frz 1 lb.)	1.00	30	1.00	1.00 - 1.50	50	1.08	1.25	10	1.25